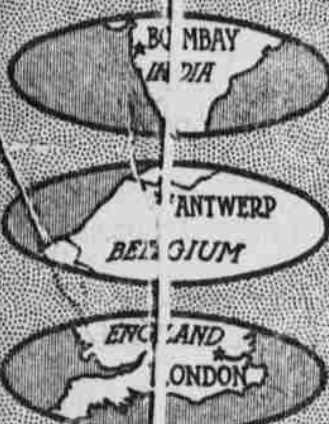


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RUSSIA IS READY FOR TRADE HERE

Place Once Held by Germany Awaits Intelligent Development by Americans.

TEUTONS PROVED CRAFTY Mastered the Psychology of the Natives, Then Employed Simple Tricks.

By A. J. SACK.

Two things are essential for every one interested in the Russian market. First, every one must know his field and have a system of connections in this field; second, every one must know the psychology of the Russian business man and have a clear idea of the best method of approaching him.

The history of American-Russian trade relations before the war shows that what part in Russia's foreign trade can be covered by American activity. A study of the German methods in trade with Russia gives the best understanding as to how successfully approach the Russian business man.

The present war has created many changes in the prospects for the development of a close economic cooperation between Russia and the United States, but prior to the war there was strong evidence showing the tendency toward economic cooperation between Russia and the United States. The changes effected by the present war are therefore only an emphasized continuation of the natural tendency toward an American-Russian economic rapprochement.

A great part of Germany's success in Russia was due to the Russian-German commercial treaty existing before the war. This treaty favored German interests to such a degree that before the war in Russian economic literature the question was raised, "Should Russia be Germany's colony any longer?" But the Russian-German commercial treaty was only one of the conditions that made for Germany's success in dealing with Russia. The immediate reason for Germany's success was her wonderful method in trading.

Why the English Failed.

English goods imported in Russia were always of better quality than German goods, but the English never considered the comparatively low buying power of the Russian population. English goods were always higher priced and did not present as great variety and novelty as the German product.

In dealing with Russia the English almost never sold on credit. All contracts with Russian houses were closed with the condition f. o. b. English port. That was something that went against all the customs of the Russian market. The largest and most reliable Russian buyers with rare exceptions, in Russian, with goods marked according to the Russian system of measuring, with prices marked in rubles and kopecks. In addition to this they gave Russian houses large and long time credit. All this built German success in trade with Russia.

The Germans did the opposite. There was almost no difference in Russia in dealing with a German or dealing with one of his own countrymen. German salesmen spoke Russian fluently, presented buyers with rare quality goods in Russian, with goods marked according to the Russian system of measuring, with prices marked in rubles and kopecks. In addition to this they gave Russian houses large and long time credit. All this built German success in trade with Russia.

Even during the war Germany endeavored to keep up her trade with Russia through neutral European countries. The Swedish electric industry was successful in developing an important market in Russia. According to the independent of the Swedish newspaper, *Norrska Tidningen*, in the issue of February 17, 1916, the German had opened a large electric plant in the city of St. Petersburg. By using Swedish name this German plant sold its own products in Russia.

A Few German Tricks.

The same correspondent reported that many German industrial products were sold from St. Petersburg to the hinterland form. German products in the Russian market were sold with various French English Swedish and Danish markings, and these markings brought a real national spirit. The German products for instance, for example, the famous Danish hero. In the same manner were other goods sold in Russia. Perhaps the most interesting illustration is the method employed by a German firm for selling German razors in Russia. The razors were wrapped in a paper, bearing an English name and the razor itself was marked "Mussel-Trazor Works." The German words meaning "To a brave Russian soldier for distinguished service." These German razors were sold in large quantities in Russia and were very popular. During the war the German firm was able to send a gift to a friend at the front.

All this is now a matter of the past and the world is looking forward to the epoch of durable if not permanent peace. Peace in Europe and throughout the world is impossible without peace in Russia, and that means that sooner or later the German democracies will turn against the Bolshevik menace as they have previously turned against the menace of German militarism.

As soon as the German democracies are re-established in Russia and there comes to peace, a feverish rebuilding movement will start in Russia. Russia will build railways, develop her natural resources, build up industries and trade, which will bring her to the foremost ranks of the civilized nations. The United States is designated by history to participate in this rebuilding of the young democratic nation. Every business man in this country should be prepared for his future activities in Russia, so that the two sister democracies may be fully benefited by this possible and, under the circumstances, necessary cooperation.

COOPERATION IN INDIA.

Societies, Aided by Bank, Rapidly Forming.

Advises received from United States Consul E. Verne Richardson, at Karachi, that according to a return just published there were 63 cooperative societies in the Punjab. During the last sixteen months 55 new societies have been formed, bringing the total number to 158, distributed among the various districts as follows: Narabahal, 3 societies; Sukkur, 21; Larkana, 31; Hyderabad, 18; Thar and Parkar, 17; Karachi, 16; Upper Sind Frontier, 1. Of these, 181 are agricultural societies, 2 are weavers' and 1 is the Sind Central Cooperative Bank at Karachi, started last March.

The existence of the Central Bank has considerably contributed toward the financial stability of the existing societies. It has, besides, created considerable enthusiasm among the people, and applications are voluntarily coming for the registration of new societies. Therefore the smaller farmers had experienced considerable difficulty in securing good seed and implements, but now, with the cooperation of the Department of Agriculture, the societies can obtain fresh seed and good implements at moderate rates.



AMERICAN visitors in a Japanese street. This is experienced tourists go for Oriental wares and curios one of the byways in Osaka, the great manufacturing center of Japan. It is into these byways that foreign trade.

FAR EAST TRAVEL WILL GAIN SPEED

Nippon Company Is Building Fast Ships for the Seattle-Hongkong Run.

Present indications are that travel across the Pacific in the near future will be much more rapid than it has been heretofore with the exception of that on the service of the Canadian Pacific Ocean Service (Ltd.). The fast service of that line is composed of two vessels which have been in service about six years. The company is to add a third vessel of 22,000 tons, which is under construction on the Clyde at present. It is expected that it will be the fastest vessel on the Pacific.

The company also is adding at least two freighters to its service across the Pacific. The first vessel, the *Yokohama*, is expected to leave for Seattle in eight days, as compared with the nine day record of the large express. Two of these steamships are now under construction in Japan, and the third is nearing completion in a British shipyard.

The company claims that these three vessels will be the largest and fastest in the Pacific, approaching 30,000 tons in size. They will be put into service early next year. The company is adding greatly to its ordinary passenger service by the addition of a new line of 100,000 tons of new ships in addition to about 10,000 tons ordered recently. Most of the new ships are high speed, of from 18,000 to 19,000 tons, and are being built in Japan. A considerable number of combination vessels for the trans-Pacific service which can offer passenger accommodations of superior quality. The company has plans for a further 100,000 tons of vessels. Most of the work now being done is under contract with the Japanese government, but among them are a number of vessels for the trans-Pacific service.

The Tokyo Kisen Kaisha, which already has a large fast ship under construction as an addition to its passenger service, has plans for further additions to its passenger vessels along the lines of the fast services above noted and also is making additions to its freight fleet, having awarded contracts for three freighters of 8,000 tons dead weight carrying capacity, with two more vessels of the same class immediately to follow.

HARBOR WORK PLANNED.

South Australia to Improve Port Victor Facilities.

The Government of South Australia is planning extensive harbor and dockage improvements at Port Victor which will include a breakwater, the deepening of the harbor and the building of docks and warehouses. If the proposed improvements are finally carried out this port will serve as an outlet for the agricultural products of the rich River Murray district. It is estimated that the cost of this work will be about \$3,400,000.

The work will be under the direction of the South Australian Harbors Board, Adelaide, South Australia, and interested firms should address inquiries to that board until the actual contractors have been appointed. The construction work will almost certainly go to local contractors, or even may be performed by the State Government, but there may be an opportunity for the sale of American machinery and equipment.

NEW ZEALAND DEER THRIVE.

Imported Stocks Multiply Rapidly and Improve.

Some forty years ago red deer were imported into New Zealand from England and it was found that the conditions of the adopted home of these animals caused them to increase in number very rapidly and also caused them to show a marked physical improvement. The antlers on New Zealand bucks of the red deer are the finest found in any country.

Most of the deer hunting is done by night stalking, and because of the wild nature of the country the sport often becomes very strenuous as well as exciting.

The deer are so numerous in easily accessible districts that the maximum allowances are almost certain to be obtained by any hunter of reasonable ability and enthusiasm.

This sport is indulged in chiefly during the months of March, April and May, and fees for hunting licenses run from \$5 to \$35, according to the districts.

SIAM INDUSTRIES SHOW PROSPERITY

Large Concerns All Report Good Profits.

United States Consul Carl C. Hansen at Bangkok, reporting the industrial earnings of Siam recently wrote that the chairman of the Bangkok Manufacturing Company, Ltd., on presenting the balance sheet of the company for the year ended March 31, 1919, stated that in spite of the continued high prices of material, &c., earnings for the year exceeded those for the previous year by about 14,000 bahts. The gross profits amounted to \$2,113 bahts and the total dividend declared for the year was 10 per cent. (The normal value of the baht is \$0.37).

At the forty-first ordinary general meeting of the shareholders of the Siam Electricity Company, Ltd., the preliminary accounts for the half-year ended June 30, 1919, were presented and showed a net profit of \$42,267 bahts, which result was considered satisfactory in view of the high cost of materials and increased outlay for salaries. An interim dividend of 4 per cent was allotted and it was expected that a similar dividend would be paid at the end of the year.

The half-yearly report of the Paknam Railway Company, Ltd., showed gross receipts of 129,558 bahts for the six months ending June 30, 1919, a dividend of 5 per cent was allotted for this period. The nominal capital of the company is 1,000,000 bahts in shares of 100 bahts each. The amount called up to date was 150,000 bahts.

Substantial prosperity of the Siam Commercial Bank was shown by the 25th dividend presented to the shareholders at the general meeting, which showed for the half-year ended March 31, 1919, the net profit, after making ample provision for all contingencies, was 553,320 bahts, including 100,000 bahts brought forward from last account, which showed an increased profit of about 132,000 bahts over the previous half-year, and forms the highest aggregate income yet obtained since the foundation of the bank.

RICE STILL SCARCE IN THE FAR EAST

Typhoon Creates Havoc in Producing Provinces.

During the month of August Consul-General G. E. Anderson, Hongkong, was of the opinion that the most acute phase of the rice shortage in the Far East, especially in South Asia, had been passed, although it would be several years before the Far East recovers from it. The prospect for the rice crop in South China was exceptionally good at that time, and even in the Hongkong territory much land was brought into rice production under the pressure of the shortage and high prices.

Little rice has been exported anywhere, and in Indo China the exports were entirely stopped, except for a few lots sold for the relief of other populations. The allotment for export during the month of August was only 20,000 tons of which one-third was appropriated to European shippers and the remainder to Chinese shippers. The Philippine Government has prohibited the export of rice, and it was believed late in the summer that a sufficient supply would be available for the remainder of the season.

NEW ZEALAND TROUT LARGE.

Rainbow Variety Weighs as Much as Twenty Pounds.

No country in the world offers finer sport for the angler than New Zealand. In Lake Rotomahana, in the North Island, are found the largest rainbow trout in the world. These fish were introduced into New Zealand from California some years ago, and the clear, cold water in the lakes and streams of the southern island has caused them to propagate rapidly and to grow to greater size than in their native water.

It is not unusual to catch in Lake Rotomahana trout weighing as much as twenty pounds, and the average catch in the lake will run better than five pounds. Most of the large fish are caught while trolling from motor boats, but very special sport is also furnished in the fly fishing, which is usually productive of larger catches. In New Zealand, as in any other waters, the trout are also caught in large numbers, and the Loch Leven trout are plentiful. New Zealand, of course, is a small country, so that all waters offering these wonderful catches to the angler are usually accessible from large cities.

TRADE OF WORLD SOUGHT BY JAPAN

Representative of Great Shipping Concern Outlines an Ambitious Project.

EXPANSION THE KEYNOTE

Limited Natural Resources of Country Make New Policy Necessary.

Narino Teraoka, of the Nippon Yusen Kaisha, who visited Paris during the Peace Conference to study the shipping situation—stopping in the United States to examine the activities here—has returned to Tokyo with distinctly formed ideas regarding the necessity for development of Japan's overseas commerce.

"What most attracted my attention was that France, Italy and Holland are making very active efforts to improve the conditions of their ports," began Mr. Teraoka in an interview in the Japan Advertiser. "Those countries suffer severe financial blows during the war and their leading financiers recognize that the only means of ameliorating the situation is to promote foreign trade by means of their own vessels. During the war those countries paid enormous amounts for the charter of foreign ships, and this has brought home to them the necessity of owning merchant fleets. Officials and the people of France, Italy and Holland are devoting much attention to the establishment of powerful mercantile marines. These efforts are particularly noticeable in France, the Government of which has planned to have a fleet of 5,000,000 tons before long, as compared with the 1,500,000 tons of ships which France possessed before the war. All the nations, including the United States, are preparing to enlarge their shipping trades. Great Britain's present tonnage is 5,000,000 less than before the war, and her shipyards are actively working to make up the losses. Japan has become one of the five great Powers of the world. We should endeavor to increase the wealth of the country. The production of Japan is limited and therefore it is necessary for the Japanese to devote their efforts to the extension of their foreign trade and of their shipping operations overseas. Our carrying trade should not hereafter be based on the needs of this country alone.

"The resources of this country being limited there is also a limit to the shipping requirements of the country's foreign trade. We should endeavor, therefore, to extend our shipping operations between the markets of the world; for instance, to carry coals from Shanghai, copra from Singapore and sugar from Java to Europe. It is necessary that we open and maintain shipping services which have no direct bearing on Japan. I am convinced that the fundamental policy of Japan's shipping should be to extend the trade internationally and in all waters of the world."

INDIA OBLIVIOUS TO INDUSTRY HERE

Merchant Didn't Know American Made Cotton Goods.

An Indian merchant whom the local banks rate at five to six lakhs of rupees (\$165,000 to \$200,000) called at the American Consulate in Karachi, India, recently and confessed that he did not know that the United States produced cotton piece goods. A companion, also a wealthy Indian, was slightly better informed, but even he had no idea of the true position and frankly admitted that if the United States did produce cotton piece goods the price would be so much higher than that of similar goods of British manufacture that India could not buy them.

This incident is mentioned to show how great is the need in Karachi and elsewhere for education along lines of American commerce and industrial capabilities. In individual cases excellent education work is being done by the direct representatives of American firms who are now in India; but such for these men preaches from a limited text prescribed by his immediate affiliations, while it is a general scheme of education that is urgently required. It is manufacturers and exporters to American markets who have come to realize the importance of the Indian market, and trade commissioners to send in reports on the needs of this or that foreign market, but a complementary process is needed, a process of education, not only for the Indian people, but for the American people, as well as the English press—must tell India what America can do. If ignorance exists here regarding American cotton piece goods, is it not likely to exist also regarding many other staple lines?

Australian News

ADELAIDE—It is desirable, in the opinion of the Bishop of Adelaide, that New Zealand should be added to the list of German possessions in the Pacific, and the Bishop has been asked to make an appointment of a second Bishop has been made through the generosity of the Bishop of Adelaide, who has added \$175,000 to the mission. German New Guinea was added to the present diocese of New Guinea.

PERTH—A party of American boys which has been touring Japan with Major Pelletier, arrived here recently and was welcomed by the Young Australia League. The Governor received the boys and a number of entertainments were arranged for their amusement.

ADELAIDE—The Australia Day organization of South Australia has raised approximately \$100,000 for soldiers and their dependents. This is the largest amount per capita raised by any voluntary organization in the Commonwealth. The South Australian Soldiers Fund is the largest local soldiers' fund in Australia, and probably the largest in the British overseas dominions.

BREITENBURG—Edward Theodore has been chosen as the successor to Mr. Ryan, who has resigned to enter Federal politics.

MELBOURNE—A system of zoning in the metropolitan area for the purpose of controlling the residential areas has been approved by the Council of the City of Melbourne. The zoning plan is designed to prevent the construction of industrial buildings in residential areas, and to ensure that the city remains a pleasant place to live in.

ADELAIDE—All restrictions on the use of gas and electricity in the city have been removed by the Council, which has decided to allow the use of these utilities for all purposes, except for the control of the coal stock. Train service has also been increased.

ADELAIDE—The Government will allow the supply of 4,000,000 gallons of water annually free of charge to the Adelaide city baths. It has been announced.

BENDIGO—A royal commission has been appointed to investigate profiteering and the effect of the war on the economy. The commission is to report on the state of the economy and the effect of the war on the people.

HUNTER, N. Z.—The Government has bought more than 1,000 acres of coal land near here. It is estimated that the land will thus control more than 15,000,000 tons of coal.

America's Opinion on Russia

Just Out

American Number

STRUGGLING RUSSIA

A Weekly Magazine Devoted to Russian Problems

CONTAINING ARTICLES AND STATEMENTS ON RUSSIA, PREPARED FOR THIS ISSUE BY

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INDIA INCREASES COTTON ACREAGE

Recent Condition of Crop Reported Good.

The Indian Department of Statistics issued its first forecast of India's cotton crop for the season of 1919-20. The estimate is based upon the condition of the crop at the end of July and early August and relates to only 75 per cent. of the entire cotton area as sown, especially of the late crop, which has not yet commenced in many districts. No attempt has been made at this stage to estimate the probable output.

It returns show that an area of 2,000 acres has been sown this season as against 11,286,000 acres on the corresponding date of last year, an increase of 18 per cent. This increase is due to the corresponding date last year in the United Provinces (81 per cent.) and Madras and Mysore (45 per cent.).

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